# BUILDING A JUNIPER MARKETING CONCIERGE CAMPAIGN ON A THIRD PARTY PLATFORM

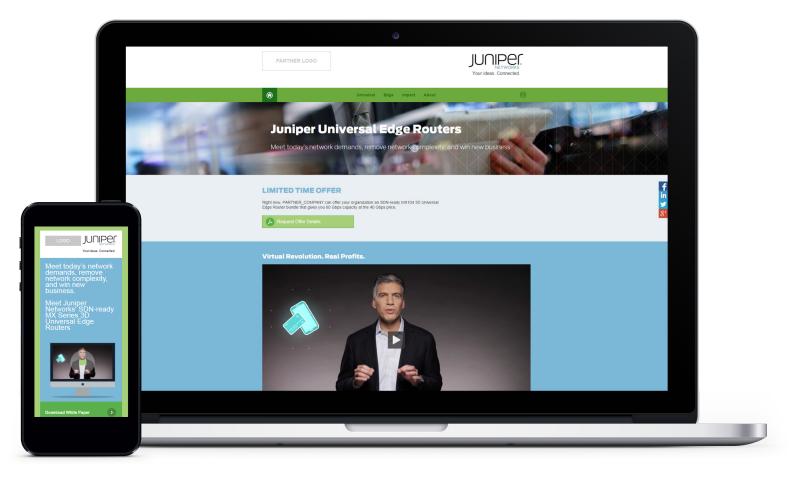


BUILDING A GRID CAMPAIGN ON A THIRD PARTY PLATFORM

### THIS GUIDE PROVIDES ASSISTANCE FOR BUILDING A JUNIPER MARKETING CONCIERGE CAMPAIGN ON A THIRD PARTY PLATFORM.

Juniper Marketing Concierge campaign landing pages and emails feature a range of functionality that is automatically integrated with the Juniper Marketing Concierge platform.

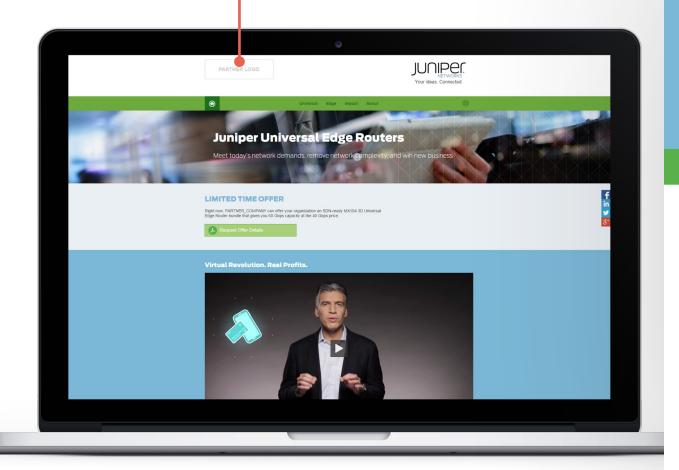
Therefore, when integrating a Juniper Marketing Concierge campaign with a third party platform, you will need to manually implement this functionality.



## **YOUR LOGO**

LOGO





The Juniper Marketing Concierge automatically populates your organization's contact information at the bottom of your campaign landing page and emails.

Therefore, when you build your campaign on a third party platform, you will need to upload your logo manually.

Meet today's network demands, remove network complexity, and win new business.

Meet Juniper Networks' SDN-ready MX Series 3D Universal Edge Routers



Download White Paper

### $\diamond$

#### Hi John,

IDC believes that, with a high-performance network from Juniper, service providers can meet new levels of demand and provide customization that brings competitive advantage in terms of increased relevance, increased revenue, and increased asset utilization.

At a time when service providers are facing increased network complexity, rising costs and lower revenue streams, here's a white paper worth reading.

**Download White Paper** 

Review this IDC White Paper: Customizing the Customer Experience and imagine the possibilities.

Watch the video to see how high-performance networks from Juniper can help you create real profits.

Contact Elastic Grid (Ivan) for more information.

Regards,

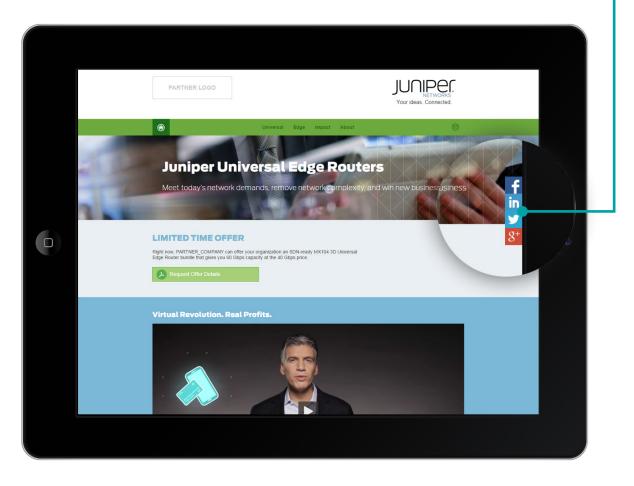
John Smith Elastic Grid (Ivan)

### SOCIAL MEDIA SHARE FUNCTIONALITY

Juniper Marketing Concierge campaign landing pages feature social media share icons.

When launched on the Juniper Marketing Concierge, the platform automatically integrates editable copy for social media posts from these share icons, allowing your prospects to quickly share a comment along with the link to your co-branded campaign landing page via Facebook, LinkedIn, and Twitter.

Therefore, you will need to manually set up this functionality when you build your landing page on a third party platform.



<complex-block></complex-block>					
	See how unjare diversity of the second second background second second second second second second second second second secon	And a constant services index	SERVICE DELIVERY TO CLIMATE AND	USING BROADDBAND STIMULUS	9
	About F	ER_COMPANY		Resources	8*
Denefitie a Juniper Universal Edge can bring to your organization.         Spore specified:       Control MARTINE:         Pelo maked with a advise / per markatory       Prove s 23 68 75 %         Pelo maked with a advise / per markatory       Prove s 23 68 75 %         Name:       red hame:       Denefities:         Prove s 23 68 75 %       Control MARTINE:         Name:       red hame:       Denefities:         Prove s 23 68 75 %       Control MARTINE:         Name:       red hame:       Denefities:         Prove s 23 68 75 %       Control MARTINE:         Prove s 23 68 75 %       Control MARTINE:         Prove s 23 68 75 %       Control MARTINE:         Prove s 123 68 75 %       Control MARTINE:         Prove Sproversite:       Matter Control MAR	Additional Details			Lead Qualification	
Peds maked with an abselve (L) are nandatory     Prove 212 d6179 Marce 123 d6179 Marce 231 d6179 Mar					
Name     Print Name     List Name     Mainer 121 08739       Ensit     yeighyeorragescolates ht     weighyeorragescolates ht       Ensit     +112 646 780     Address or Human       Congentry     Your Organization     Address or Human       Congentry     Your Organization     Address or Human       Explane     Explane     Address or Human       Operatory     Your Organization     Explane       Operatory     Explane     Human       Operatory     Human     Human       Human     Explane     Human       Operatory     Human     Human       Human     Human     Human       Human     Human     Human       Human     Human     Human       Human     Human	benefits a Ju	iniper Universal E	Edge can bring to your organ	ricing, or to explore the ization. Advest Line #1 Advest Line #1 Advest Line #1	
Energy     yes/generations its     Attract generation       Phole*     + 122-616-7830     Attract of heads       Company /     Yes/company/and // and // an	Contact PARTNER_ your organization.	Iniper Universal E	Edge can bring to your organ benefits a Juniper Universal Edge can bring to	ricing, or to explore the ization. Advess Line #2 Cop. text. FC Cop. text. FC Cop. text. FC Cop. text. FC Cop. text. FC Cop. text. FC Cop. text. FC	
Packet*     + 122.642/1990       Company/ Company/ Company/ Allo Teller     Your Organization       Job Teller     E.g. Discusse Kanagor* (sprional)       Webbei (sprional)     E.g. Discusse Kanagor* (sprional)       Beauties to Muse communications from PACTREE_COMPARY	Contact PARTNER_ your organization.	Iniper Universal E _COMPANY to explore the I in asterisk () are mandator	Edge can bring to your organ benefits a Juniper Universal Edge can bring to	ricing, or to explore the ization. Advesture 42 Org. type function Prove 422405 799 Market 2140 799 Market 2140 799 Market 2140 799	
Organization Vector Organization  Add Tale  (b) Used Tale  (b) Used to block the Manager  (c) Used to block the manufactures from  (c) Used to block the manufa	benefits a Ju Contact PARTNER_ your organization. Fields marked with a Name*	Iniper Universal E COMPANY to explore the l an asterisk () are mandator First Name	Edge can bring to your organ benefits a Juniper Universal Edge can bring to	ncing, or to explore the ization. Address (or 1) Column Co	
(gotowa) E & E Unitide Unitager Veedat (gotowa) Weekat (gotowa) Second b Marke commerciation from PARTINER_COMPARY	benefits a Ju Contact PARTNER_ your organization. Fields marked with a Name"	INIDER Universal E COMPANY to explore the I an asterisk () are mandatory First Name yougyourorganization Itd	Edge can bring to your organ benefits a Juniper Universal Edge can bring to	ricing, or to explore the ization.	
(sptonal) were provided to can be provided to a commerciators from PARTINER, COLEMARY	benefits a Ju Contact PARTNER your organization. Fields marked with a Name"	Iniper Universal E COMPANY to explore the l an asterisk () are mandatory First Name you@yourorganization ht +1 122 456 7890	Edge can bring to your organ benefits a Juniper Universal Edge can bring to	ricing, or to explore the ization.	
PARTNER_COMPANY	benefits a Ju Contact PARTNER_ your organization. Fields marked with a Name"	Iniper Universal & COMPANY to explore the in an asserisk () are mandatory First Name yeogyoursregatization ht +1 123 456 7890 Your Organization	Edge can bring to your organ benefits a Juniper Universal Edge can bring to	ricing, or to explore the ization.	
	benefits a Ju Context PARTNER, your organization. Name: Email: Pitone: Company/ Company/ Company/ Company ( coptional)	Iniper Universal B c.COMPANY to explore the I an asterisk () are mandatory First Name youghyserogeneration N3 +1 123 456 7890 Your Organization E g Thereshe Manager	Edge can bring to your organ exercite a Junger Universal Edge can bring to /	ricing, or to explore the ization.	
	benefits a Ju Context PARTNER, your organization. Name: Email: Pitone: Company/ Company/ Company/ Company ( coptional)	Iniper Universal B CollifANY to expine the in asterisk () are mandatory First Name youggourorganization 33 +1 123 456 7890 +1 123 456 7890 Your Oppercasion E.g. Directive Manager www.youroganization.com	Edge can bring to your organ	ricing, or to explore the ization.	
	benefits a Ju Context PARTNER, your organization. Name: Email: Pitone: Company/ Company/ Company/ Company ( coptional)	Iniper Universal B CollifANY to expine the in asterisk () are mandatory First Name youggourorganization 33 +1 123 456 7890 +1 123 456 7890 Your Oppercasion E.g. Directive Manager www.youroganization.com	Edge can bring to your organ	ricing, or to explore the ization.	

### YOUR ORGANIZATION'S NAME

The Juniper Marketing Concierge automatically integrates your organization's name throughout your landing page. When you build your landing page on a third party platform, you will need to manually include your organization's name in the landing page copy.

This may require you to edit the copy within the HTML code, or on your WYSIWYG interface.

## YOUR CONTACT INFORMATION

The Juniper Marketing Concierge automatically populates your organization's contact information at the bottom of your campaign landing page and emails.

When you build your campaign on a third party platform, you will need to upload this information.

## DATA COLLECTION AND ANALYTICS

6		Universal	Edge	Impact	About	0	
Additional Details	5					Elastic Grid Best Practices	
						Lead Qualification	
						Adving-Marketing-Profitable	
	ARTNER_COMPAN Juniper Universal E					cing, or to explore the	
Contact PARTN	ER_COMPANY to explore the be	-	-		-	Address Line #1	
your organizatio	n. ith an asterisk (*) are mandatory					Address Line #2 City, State, Post Code Country	
-ields marked w	ith an astensk ( ) are mandatory					Phone # 123 456 789 Fax # 123 456 789 Mobile # 123 456 789	
Name"	First Name		Last Name	e		Contact Name	
Email"	you@yourorganization.tld					email@partner.url http://www.partner.url Additional Information	
Phone*	+1 123 456 7890					Additional Information	
Company /							
Organization*	Your Organization						
Job Title (optional)	E.g.'Executive Manager'						
Website (optional)	www.yourorganization.com						
	Subscribe to future comr	nunications f	irom				
		_					
	Submit						

The Juniper Marketing Concierge automatically collects data from landing page contact forms. These include the main contact form located at the bottom of your landing page, and the pop-up whitespace contact form that appears when a prospect clicks on a Call To Action (CTA) button.

When you integrate your landing page with a third party platform, you will need to set up contact form data collection. You will also need to create any pop-up whitespace contact forms to capture lead data when a prospect clicks on a landing page CTA button.

When you launch a campaign on the Juniper Marketing Concierge you can leverage real-time tracking of your prospect's interactions with your landing page and emails. When a prospect fills out a contact form, the Juniper Marketing Concierge instantly sends a Lead Alert direct to your inbox, and you can easily access all lead contact information and reports in Juniper Marketing Conciergeanalytics.

The Juniper Marketing Concierge can also help you prioritize your leads with lead classification. Prospects that interact with a campaign (e.g click on an email or download an asset from a landing page) are given a lead qualification score based on their level of activity. This allows you to focus on converting high-value leads.